



WSDOT Research: Guidelines for Integrating Demand Management into WSDOT Planning and Programming

March 2014

What is the Research Objective?

To provide a sustainable and integrated multimodal transportation system, WSDOT is working to ensure its planning and programming processes effectively evaluate demand management strategies and integrate them with operations and strategic capacity strategies across the transportation network, regardless of ownership. This research will produce guidelines to help key WSDOT business areas identify and evaluate potential demand management strategies to meet agency objectives:

- Statewide and corridor planning
- Growth Management Act review
- Development review and State Environmental Policy Act mitigation requests
- Program development
- Construction traffic mitigation
- Distribution of discretionary funds



Who is Conducting the Research?

The Center for Urban Transportation Research (CUTR) at the University of South Florida is collaborating with WSDOT to complete this research. CUTR houses the National Center for Transit Research and the National Bus Rapid Transit Institute. CUTR's multidisciplinary research team includes experts in transportation demand management, economic impact analysis, transportation policy analysis, transportation and land use planning, travel demand modeling, traffic management, and intelligent transportation systems.

How Will the Research be Conducted?

The researchers will:

1. Document each WSDOT business area's:
 - Objectives for integrating demand management into their business practices.
 - Measures of effectiveness potentially impacted by demand management strategies.
 - Specific needs for demand management data and guidelines.
 - Institutional barriers to advancing the integration of demand management.
2. Synthesize current research and identify sources of data.
3. Develop guidelines for integrating demand management into each WSDOT business area.

4. Beta test the guidelines with two or more pilots representing different WSDOT business areas.
5. Prepare a final report:
 - Identifying issues to be resolved.
 - Recommending actions to implement the guidelines.
 - Proposing a research program to advance the integration of demand management into WSDOT planning and programming.

When Will the Research be Complete?

The research will be complete March 2015, based on the following interim milestones:

Document business needs	March 2014
Synthesize research and identify data	April 2014
Develop guidelines	June 2014
Test guidelines in two pilots	October 2014
Produce final report	March 2015

For More Information:

Karena Houser
WSDOT Community Transportation Planning Office
karena.houser@wsdot.wa.gov
360.705.7876